

# 2020 Podcast Sponsorship Insertion Order

## Lab Out Loud Podcast



<http://laboutloud.com>

### Podcast Profile

Lab Out Loud is an NSTA sponsored bi-weekly podcast, produced 11 months of the year. Lab Out Loud covers the latest innovations and topics in science education. Diverse topics from the past include 3D Printing, Virtual Reality, Drones, Wireless Sensors, Climate Change, Animal Behavior, Lab Safety, and more.

### Reach

With over 4,300 page views and podcast episode downloads per month, sponsoring through the Lab Out Loud podcast is a powerful way to reinforce your message in the science education community. Hosts will read your pre-roll or mid-roll copy within the sponsored episode.

### Sponsorship Guidelines

All sponsor and reading notices are subject to review and publisher's acceptance policy:

- Sponsors should abide by the minimum NSTA Safety Guidelines when submitting material. For a copy of the "NSTA Minimum Safety Guidelines" visit <http://www.nsta.org/main/pdfs/SafetyGuidelines.pdf>.
- Sponsor assumes liability for all content (including text representation and illustrations) described by podcast hosts in pre-roll and mid-roll sponsorships, and also assumes responsibility for any claims arising there from.
- Where change of copy is not received by closing date, material will be inserted as previously rendered.
- Sponsorships rendered in pre-roll and mid-roll copy will be remain in archived versions of each episode for at least one year
- Recognition on episode web page when sponsor company logo and URL are provided to NSTA with sponsorship copy.

### Podcast Script Sponsorship Specifications

Sponsorship Type	Length	Approx. # of Words to be Read
Pre-Roll & Mid-Roll	15 seconds & 60 seconds	35 words & 140 words
Mid-Roll & Outro	15 seconds & 60 seconds	35 words & 140 words

### Rates

Sponsorship Type	Cost per Episode
Pre-Roll & Mid-Roll	\$795
Mid-Roll & Outro	\$795

*Rates effective January 1, 2020 – December 31, 2020*

### Commission

Non-commissionable

### Cancellation

No cancellations after space reservation deadline date. Failure to notify NSTA will result in full charge at the prevailing rate. All cancellations must be made in writing.

Sponsorship space for Lab Out Loud Podcasts is limited. Please check with NSTA for availability.

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## Lab Out Loud Podcast

**COMPANY:** \_\_\_\_\_ **KEY CONTACT:** \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Company Twitter Handle: \_\_\_\_\_

**AGENCY** (if applicable): \_\_\_\_\_ **CONTACT:** \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**BILLING CONTACT** (if different): \_\_\_\_\_ **Purchase Order #:** \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**ADVERTISING DESIGN CONTACT** (if different): \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Sponsorship Type	PodcastDate	Space Reservation	Material Deadline	Cost (per insertion)
_____	January 6, 2020	December 9, 2019	December 16, 2019	_____
_____	January 20, 2020	December 16, 2019	January 6, 2020	_____
_____	February 3, 2020	January 13, 2020	January 20, 2020	_____
_____	February 17, 2020	January 27, 2020	February 3, 2020	_____
_____	March 9, 2020	February 17, 2020	February 24, 2020	_____
_____	March 23, 2020	March 2, 2020	March 9, 2020	_____
_____	April 13, 2020	March 16, 2020	March 23, 2020	_____
_____	April 27, 2020	April 6, 2020	April 13, 2020	_____
_____	May 11, 2020	April 20, 2020	April 27, 2020	_____
_____	May 25, 2020	May 4, 2020	May 11, 2020	_____
_____	June 8, 2020	May 18, 2020	May 25, 2020	_____
_____	August 24, 2020	August 3, 2020	August 10, 2020	_____
_____	September 7, 2020	August 17, 2020	August 24, 2020	_____
_____	September 21, 2020	August 31, 2020	September 7, 2020	_____
_____	October 5, 2020	September 14, 2020	September 21, 2020	_____
_____	October 19, 2020	September 28, 2020	October 5, 2020	_____
_____	November 9, 2020	October 19, 2020	October 26, 2020	_____
_____	November 23, 2020	November 2, 2020	November 9, 2020	_____
_____	December 7, 2020	November 16, 2020	November 23, 2020	_____
_____	December 21, 2020	November 30, 2020	December 7, 2020	_____

**COPY DELIVERABLES:** Word document, Logo (EPS or JPG file), and URL to web site  
**E-mail order form and all deliverables to [bshoemaker@nsta.org](mailto:bshoemaker@nsta.org)**  
 Lab Out Loud will not be produced during certain weeks of the year. In the event of conflicts, sponsors will be notified.